

Public Meeting – Transportation



January 4, 2017

Agenda

419 Town Center Update

- Review of planning process

Transportation

- Route 419 today
- What did we Hear?
 - Stakeholder Interviews
 - Public Open House (voting)
 - Guiding principles
- Preferred Access Plan/ Walksheds
- Design Concept (Options)
- **Open Discussion/ View Maps**

Planning Process

Sept - Oct

Kick-off
Meeting
&
Transp/
Infr Event



Nov - Dec

3-day
Charrette
w/
Education
Workshop



Jan - Feb

Transp Plan
Presentation
&

Draft Plan
Open House



Mar – April

Final Plan
Adoption

- 25+ Stakeholder Interviews
- Document Review
- Site Analysis
- Market Analysis

- Community Vision/Principles
- Urban Design Framework
- Alternative scenarios

- Transp Plan
- Catalyst sites
- Development economics
- Urban design guidelines

- Master Plan
- Implementation initiatives

What we have learned



What we have learned

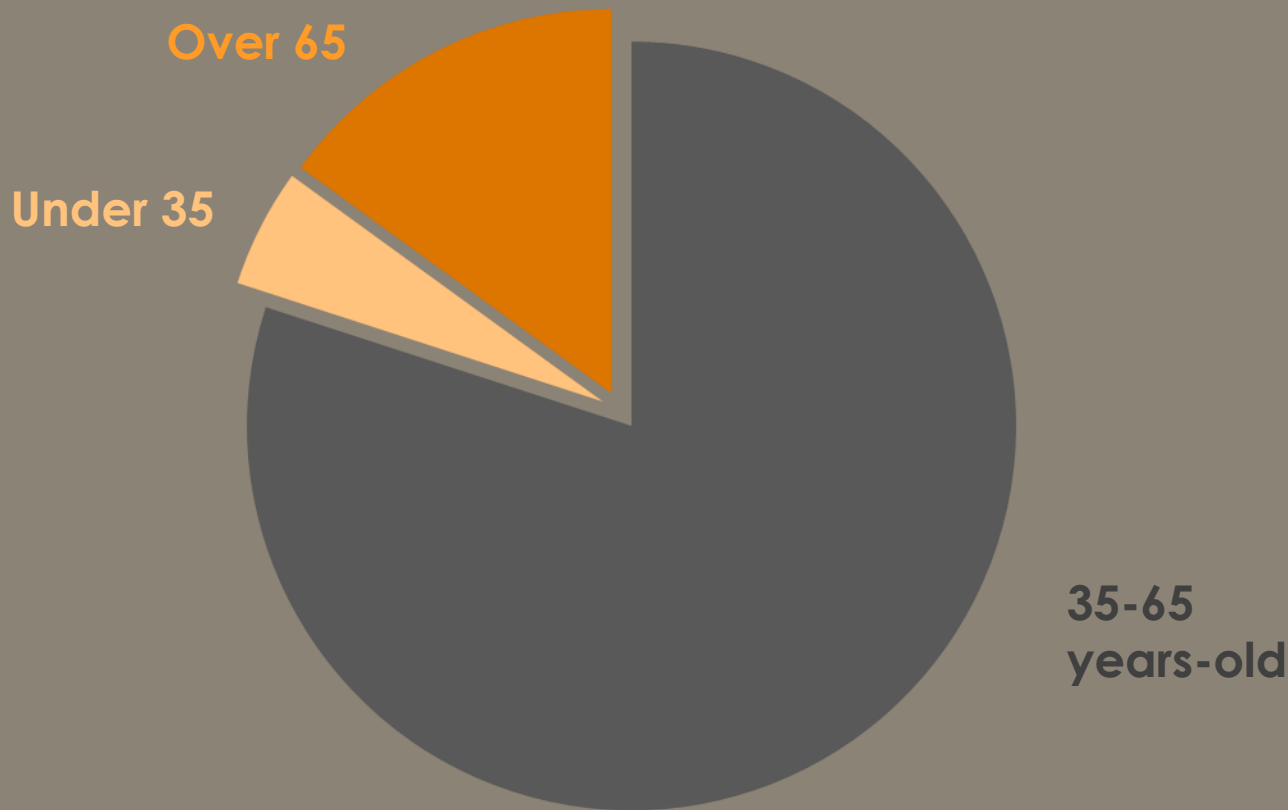


What we have learned

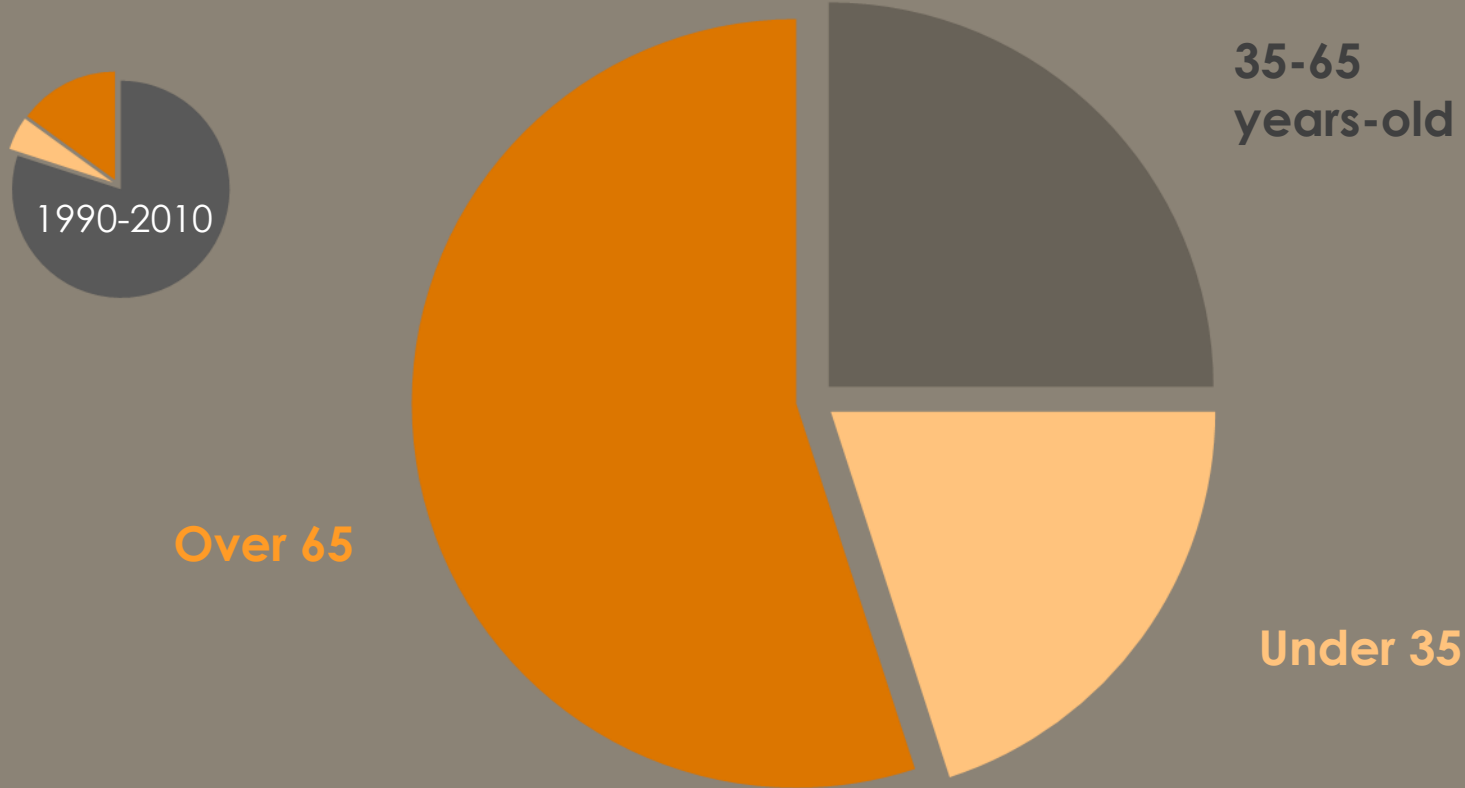


URBAN DIVIDEND

Demographics are destiny: population growth by age: **1990-2010**



Demographics are destiny: population growth by age: **2010-30**



Place: Sub areas

- “Town Center”

- Tanglewood Mall
- Starkey North
- Starkey South

- Southside of 419

- “Ridges”

- South Peak
- Old Heritage

Market

- **“Town center”**

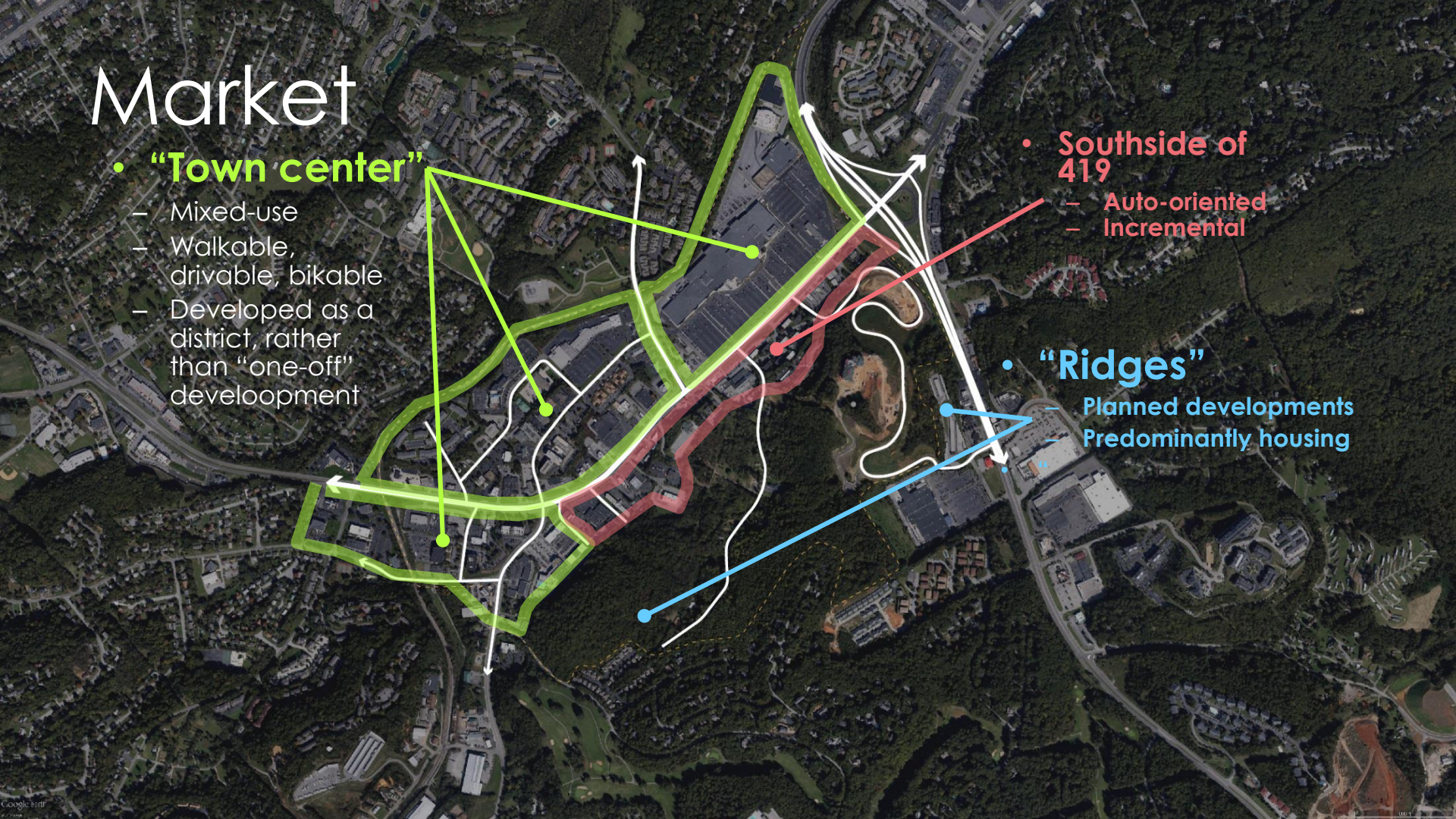
- Mixed-use
- Walkable, drivable, bikable
- Developed as a district, rather than “one-off” development

- **Southside of 419**

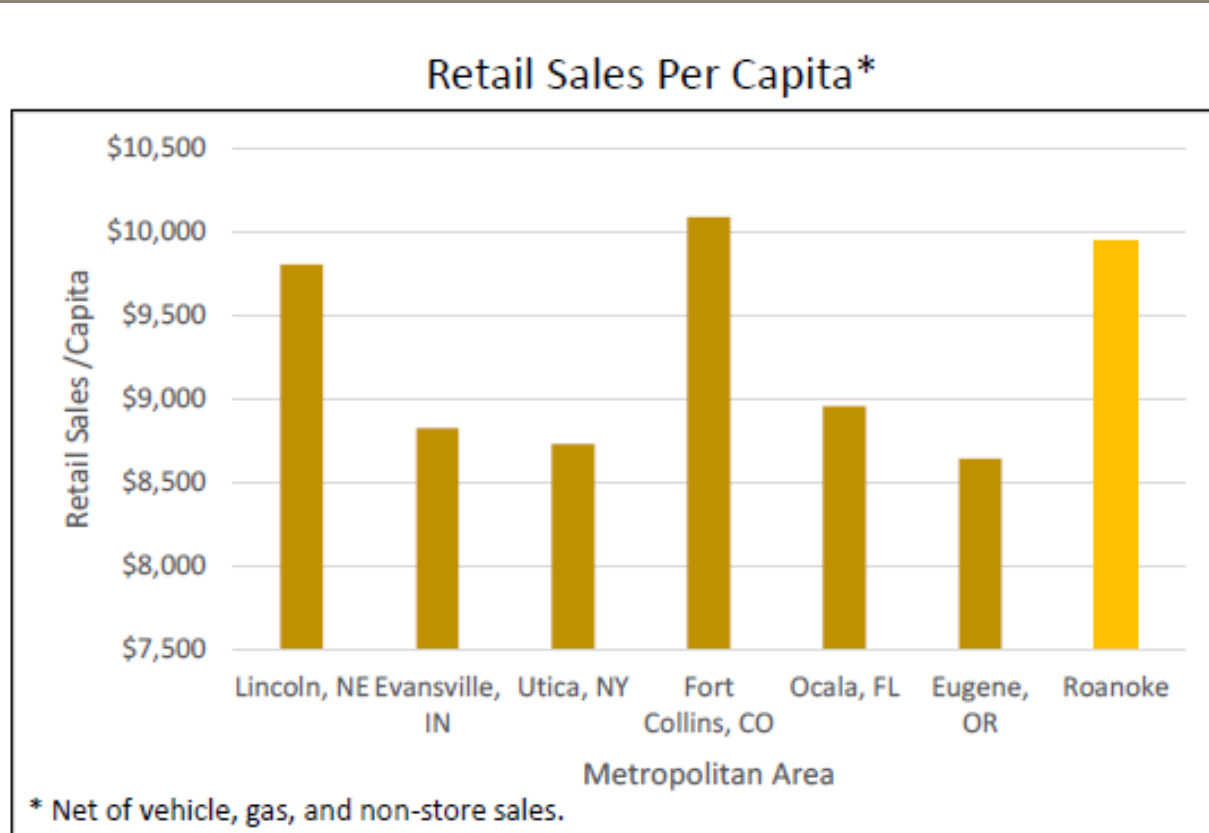
- Auto-oriented
- Incremental

- **“Ridges”**

- Planned developments
- Predominantly housing



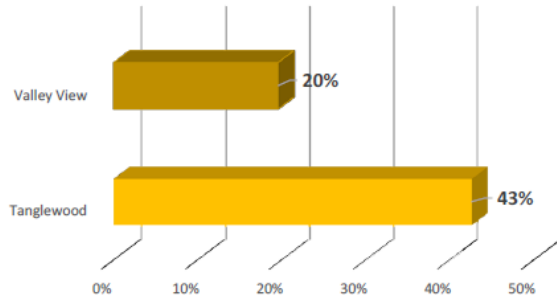
Roanoke is a strong retail market



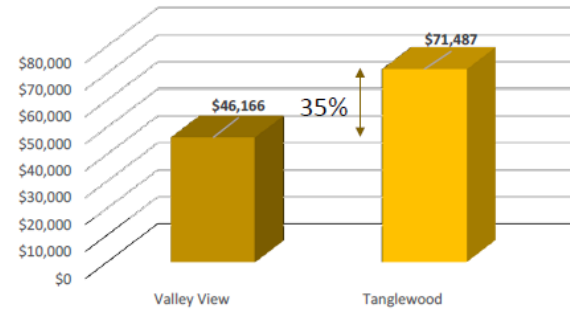
Source: ESRI; W-ZHA

...Especially the 419 study area

% w/ Bachelors+

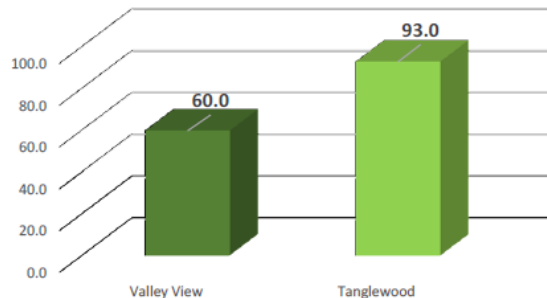


Average Income

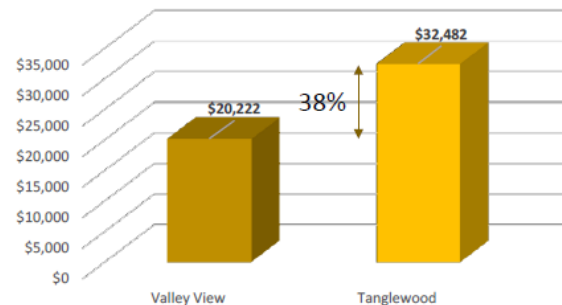


Market within 10-minute Drive:
Higher Income
High Educational Attainment

Apparel & Services Spending Index



Per Capita Income



...and can support innovative retail

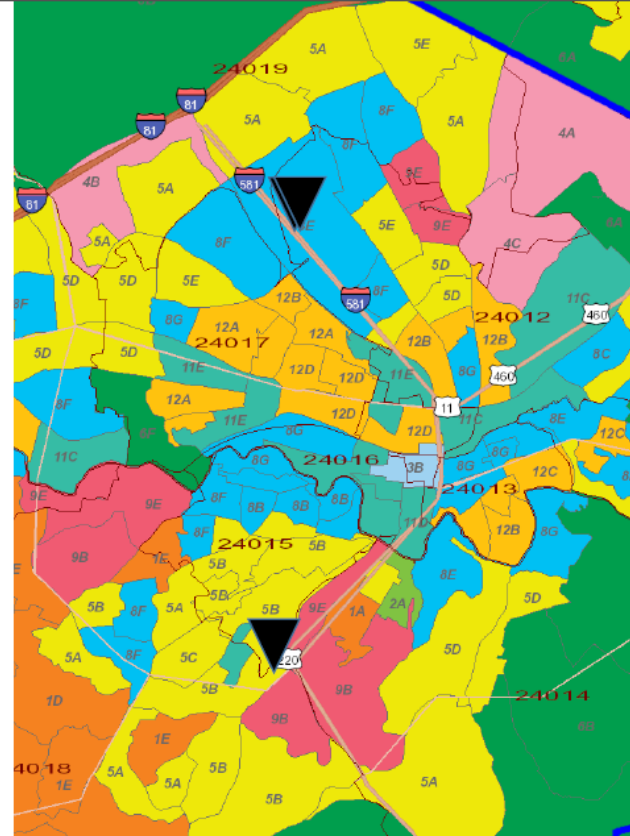
Very Different Nearby Markets

Valley View

- Younger households
- Diversity
- Low-Mid Income
- Renters
- Relatively low educational attainment

Tanglewood

- Urbane, older households
- No children or older children at home
- Affluent
- Owners
- High educational attainment



Town center market: **residential**

- “One-off” redevelopment (no walkable mixed-use neighborhood)
 - 72 units per year over 5 years = 360 units
 - Lower end of achievable land and development values



Town center market: **residential**

- **“One-off” redevelopment** (no walkable mixed-use neighborhood):
 - 72 units per year over 5 years = 360 units
- **Neighborhood redevelopment** (significant walkable mixed-use neighborhood):
 - 118 units per year over 5 years = 590 units
 - “Walkability” rent premium

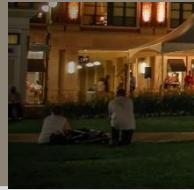


Markets' potential impact

- First 5 years: 30-35% of existing development
- 5 to 10 years: 60-70% of existing development
- 10-20 years: 150-250% of existing redevelopment



5 years



10 years



15-20 years

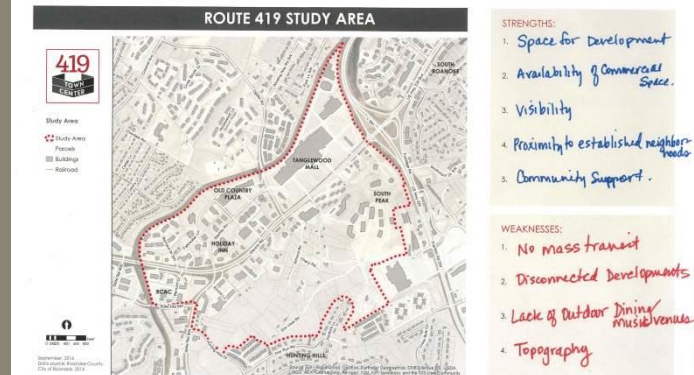
Learning from Stakeholders

- Board of Supervisors
- Economic Development Authority
- County department heads
- Commercial and residential realtors
- Regional economic development/planning
- Large property owners
- Business Owners (Retail, Restaurant, Hotels)
- Planning Commission
- Public Safety (Fire and Rescue, Police).
- Transportation and Infrastructure Experts (VDOT, Transit, Stormwater, Utilities)
- Transit providers



Community Outreach

- September Kickoff (150+ participants)
- Online engagement
 - mySidewalk community forum
 - Survey (350+ participants)
- October Planning Night (60 participants)
- October Employee Event (90 participants)
- November 3-Day Placemaking Workshop (100+ participants)
- January 4th Community Presentation (Transportation Design Concepts)
- February-March Open House (Draft Plan)





Community Voices

Strengths

- Location, location, location!
- Space to grow
- Strong—and stable—demographics
- A welcoming, enthusiastic, community
- Rich in natural resources/beauty
- A love and respect for our history
- Community support

Challenges

- **Unsafe** for pedestrians and bikers
- Not able to walk/bike through corridor; **no sidewalks and bike trails**
- Lack of public transportation options
- **Dangerous Intersections**/Crossing
- Too much congestion/traffic
- Lack of **ADA compliance**



Reimagine 419

DESIGN
WORKSHOP

Mark up and annotate this map:

1. Place **blue stickers** (•) on the stores, restaurant or other places that you visit most frequently. List the names of these locations next to the sticker.
2. Draw in **black** your typical route/routes to and through the study area. You can draw more than one route.
3. Are there stores, restaurants or other amenities that you'd like to see? Place a **red sticker** (•) on the map where you'd like to see them and write a brief explanation of what you'd like to see (next to the sticker).
4. Place a **green sticker** (•) where you think new green or open spaces could go. List the types of places you would like to see. Examples include passive parks for strolling or having lunch; active spaces such as outdoor gyms, play fountains or playgrounds; pocket plazas; and outdoor cultural venues.
5. What parts of the study area can you imagine becoming attractive, walkable, destinations? Identify these with **blue** pens.
6. Where do you think the first implementation activities should occur? In other words, where do we get started? Place a **yellow sticker** (•) in these locations.



Reimagine 419
THREE-DAY DESIGN WORKSHOP
NOVEMBER 14-16, 2016

419

Mark

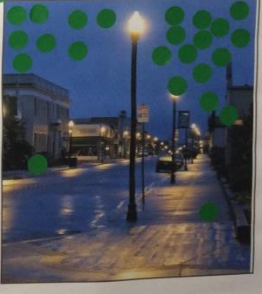
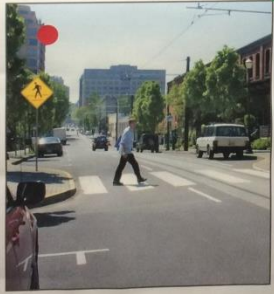
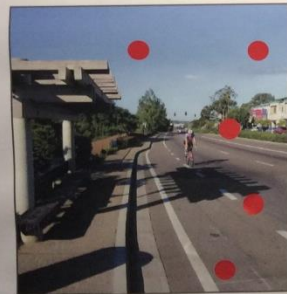
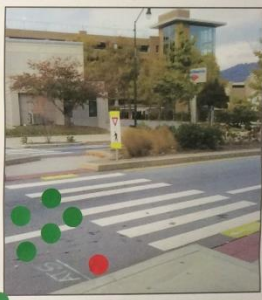
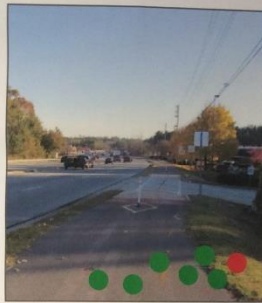
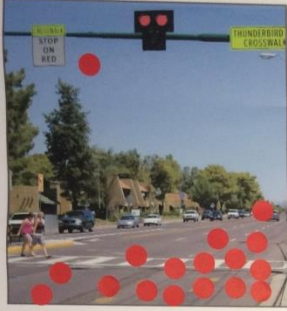
1. Place 1 or other the na
2. Draw throu one
3. Are that the bri the

Public Outreach/ Workshop



What if?

TAKE A LOOK AT THESE EXAMPLES OF PEDESTRIAN FACILITIES ACROSS THE U.S.
WHICH ONES EXCITE YOU?
PLACE YOUR DOTS ON THE IMAGES YOU'D MOST LIKE TO SEE ALONG ROUTE 419.



Key Takeaways: Pedestrian

- Wide sidewalks/multiuse path
- ADA Compliance/ramps
- Pedestrian lighting
- No Hawk signals

What if?

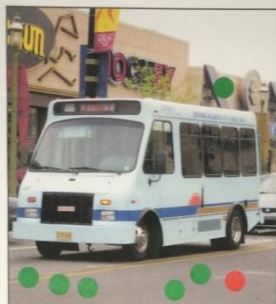
TAKE A LOOK AT THESE EXAMPLES OF BICYCLE FACILITIES ACROSS THE U.S.
WHICH ONES EXCITE YOU?
PLACE YOUR DOTS ON THE IMAGES YOU'D MOST LIKE TO SEE ALONG ROUTE 419.



Key Takeaways: **Bicycle**

- Protected Cycletrack
- Ped/Bike Bridge
- Dedicated bike lanes
- Signage/markings
- **No** sharrows

What if? TAKE A LOOK AT THESE EXAMPLES OF TRANSIT FACILITIES ACROSS THE U.S. WHICH ONES EXCITE YOU?
PLACE YOUR DOTS ON THE IMAGES YOU'D MOST LIKE TO SEE ALONG ROUTE 419.



Key Takeaways: Transit

- Smaller circulator bus
- Bus shelters
- Use of technology
- Bike/bus access
- Kiosk/signage

Guiding Principles/Objectives

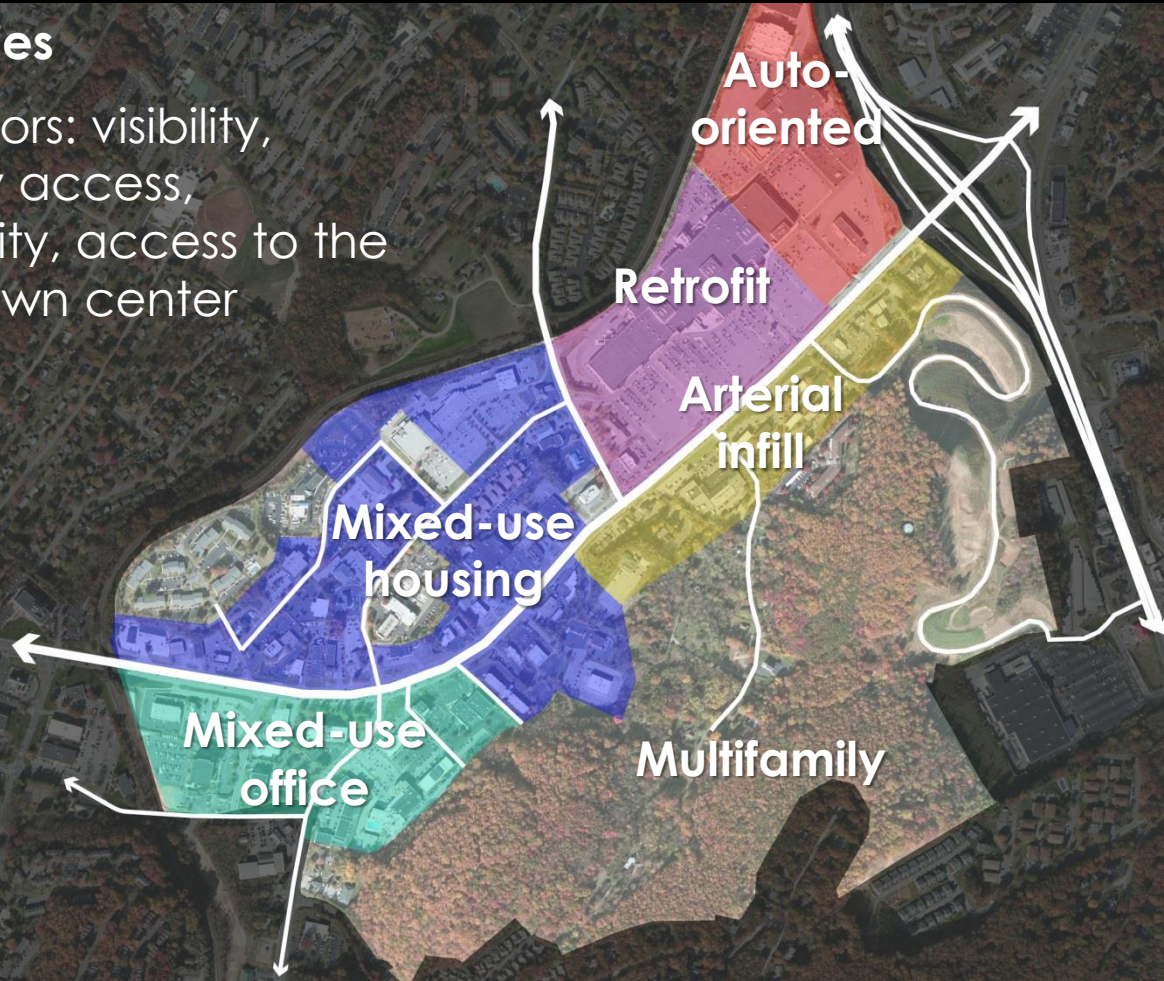
“When everything else is the same, tie goes to the pedestrian”

- Provide **safe passage for Bike/Ped** along entire corridor
- Improve **multimodal connectivity** (limited)
- Focus on creating **high quality intersections**
- Incorporate **access management** and **traffic calming** into the redesign
- **Repurpose** excess pavement to limit ROW takings
- Ensure **accessibility for everyone**

Harness the power of our location and market strengths to enhance livability

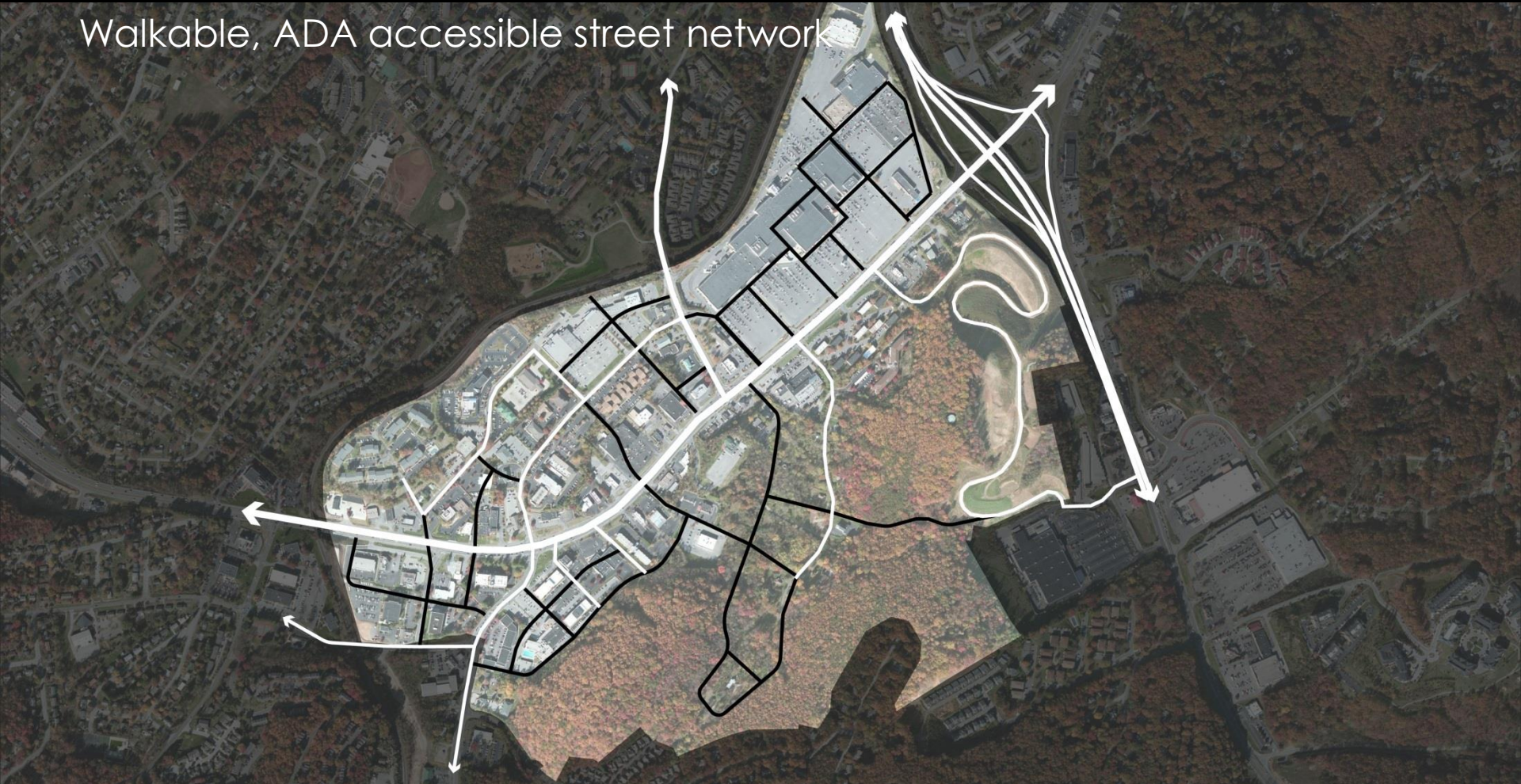
Typologies

Key factors: visibility,
highway access,
walkability, access to the
larger town center



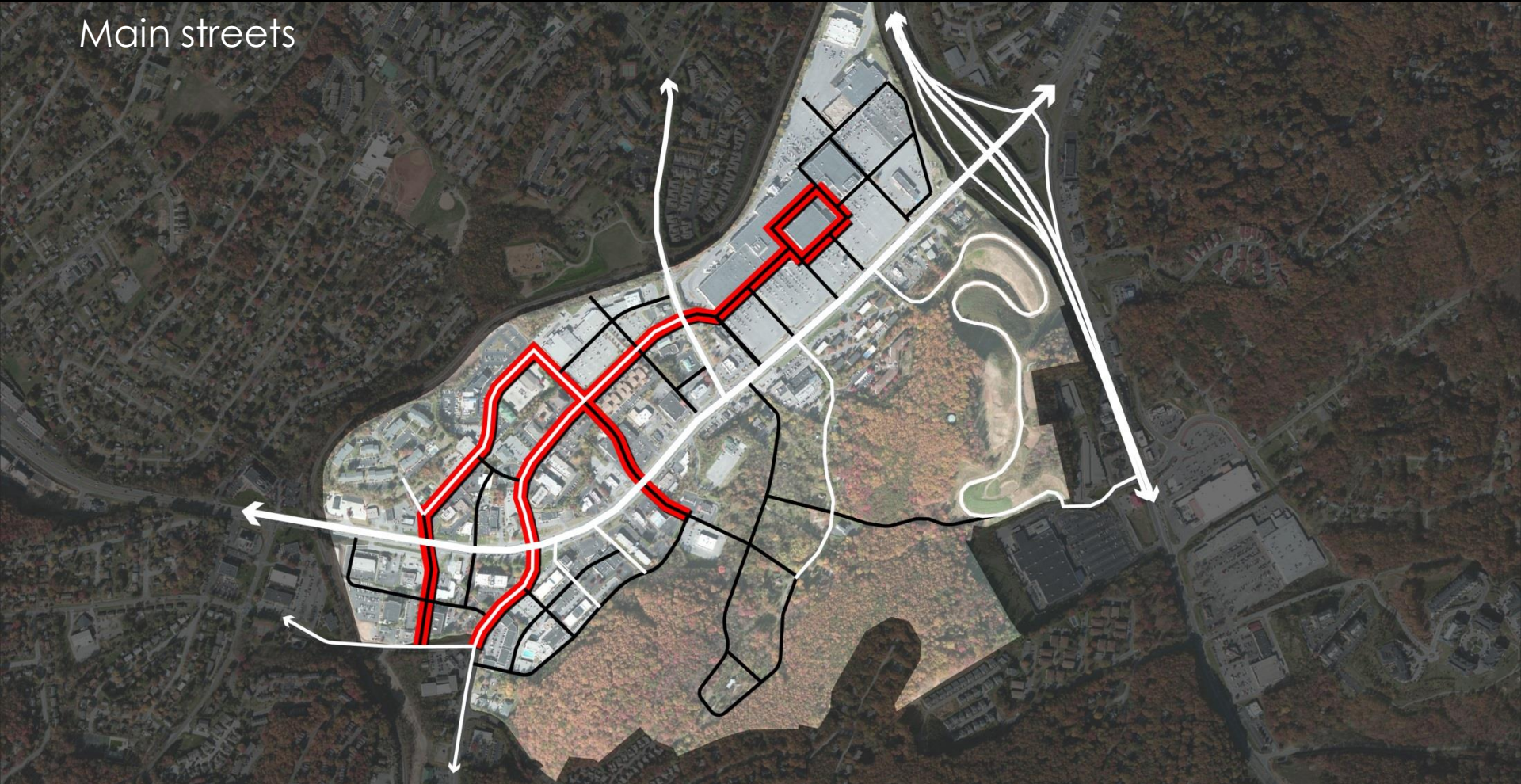
Improve connectivity

Walkable, ADA accessible street network



Improve connectivity

Main streets



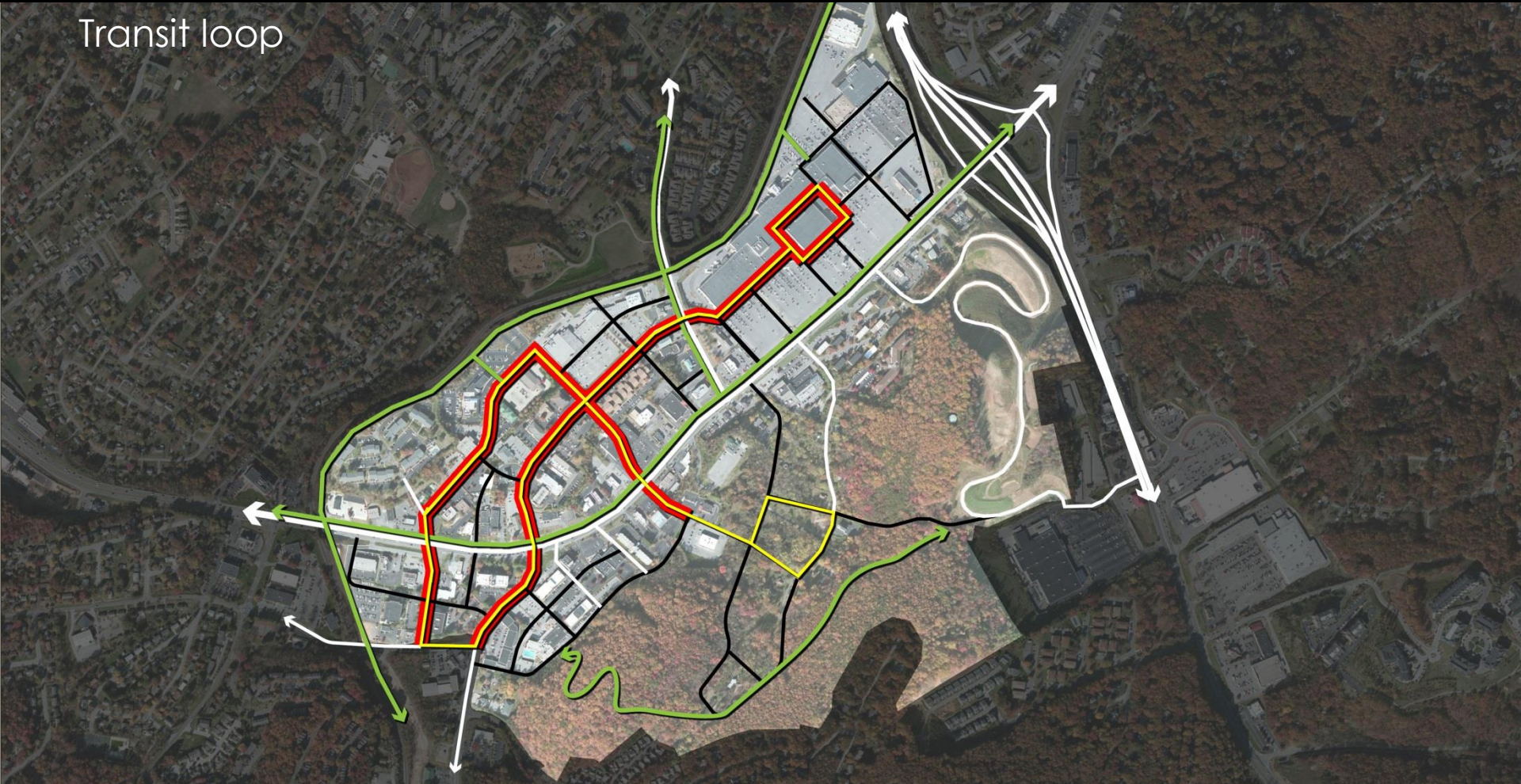
Improve connectivity

Greenways



Improve connectivity

Transit loop



Today



5 years



20 years



Route 419 Town Center Plan

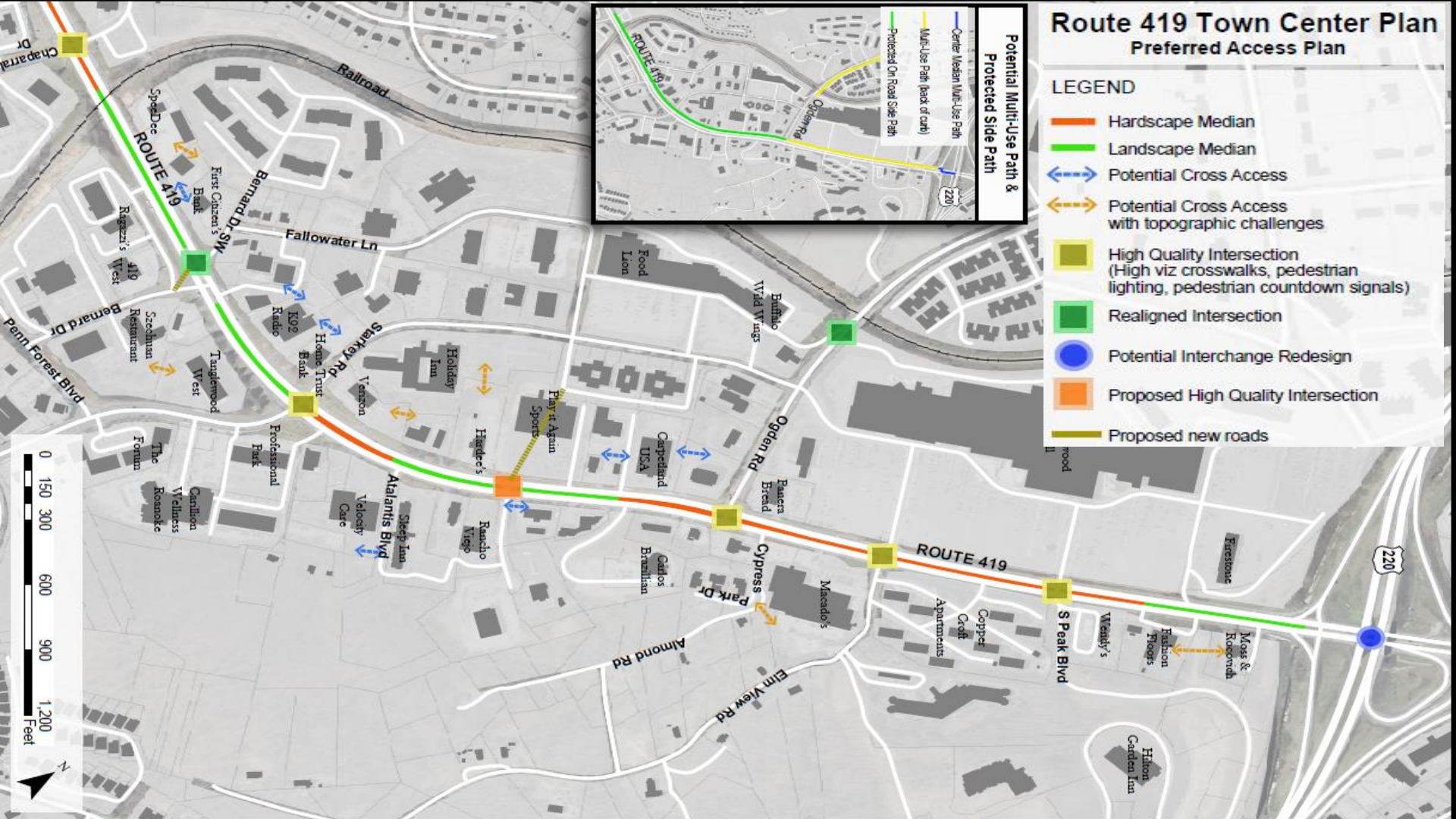
Preferred Access Plan

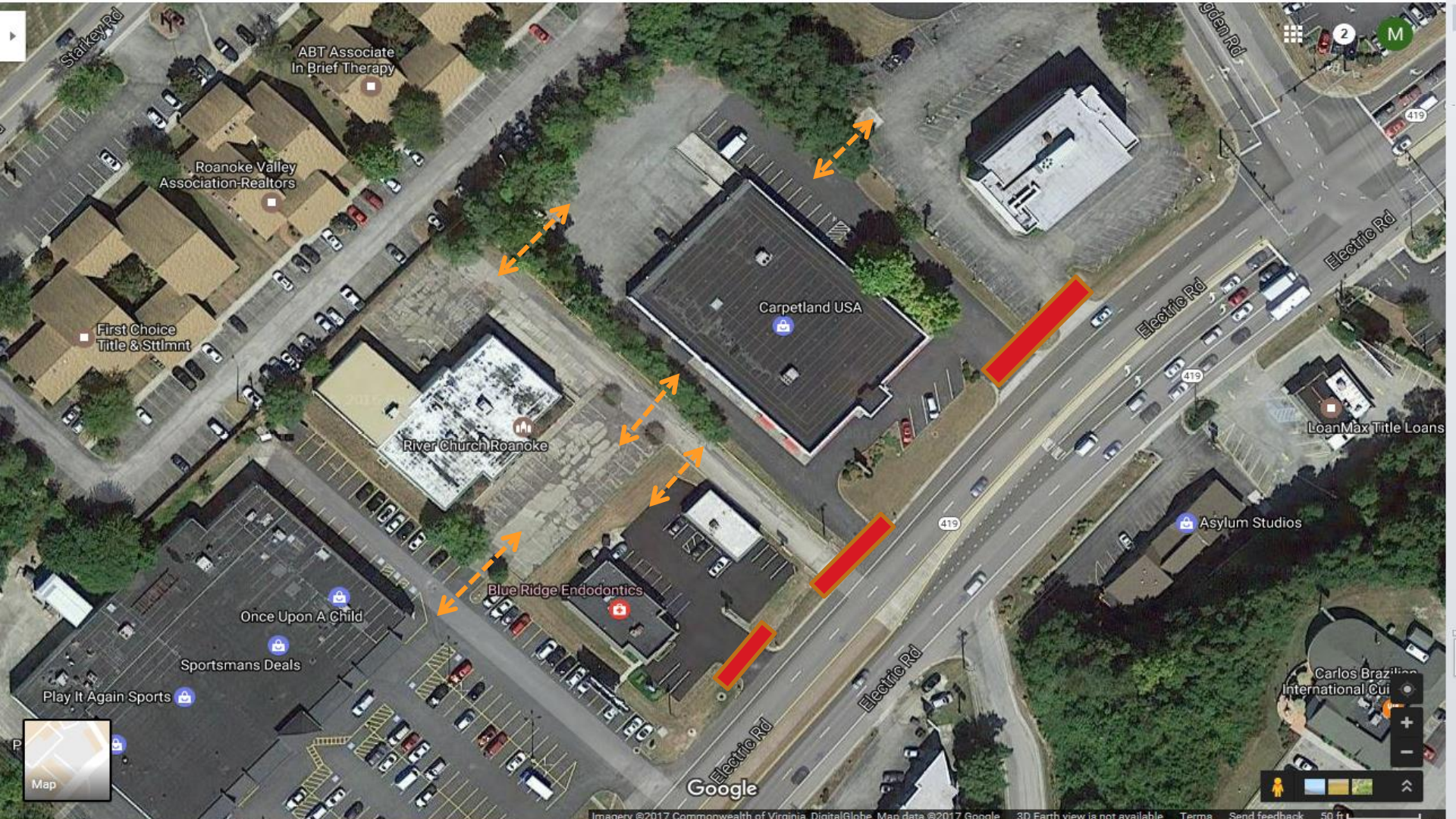
LEGEND

- Hardscape Median
- Landscape Median
- Potential Cross Access
- Potential Cross Access with topographic challenges
- High Quality Intersection (High viz crosswalks, pedestrian lighting, pedestrian countdown signals)
- Realigned Intersection
- Potential Interchange Redesign
- Proposed High Quality Intersection
- Proposed new roads

Potential Multi-Use Path & Protected Side Path

- Center Median Multi-Use Path
- Multi-Use Path (back of curb)
- Protected On Road Side Path





ABT Associate
In Brief Therapy

Roanoke Valley
Association-Realtors

First Choice
Title & Sttlmnt

River Church Roanoke

Carpetland USA

Blue Ridge Endodontics

Once Upon A Child

Sportsmans Deals

Play It Again Sports

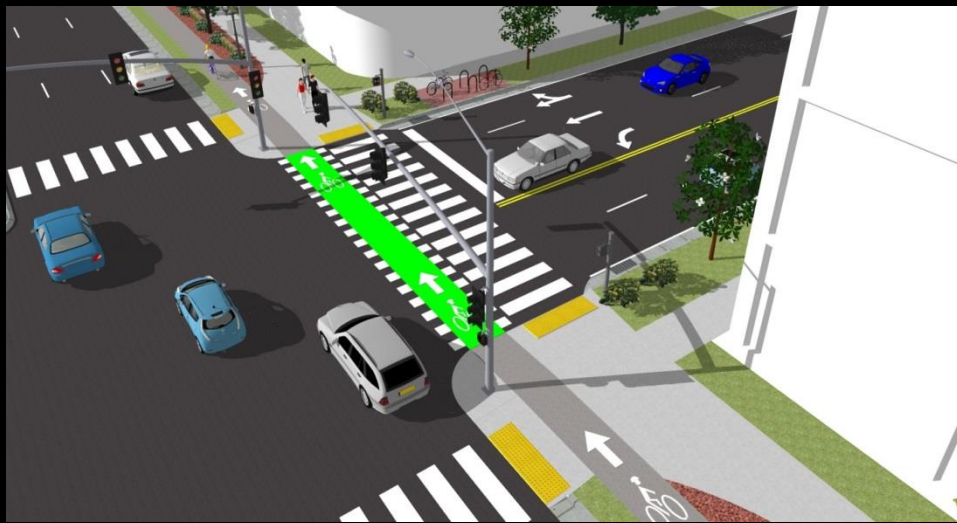
Asylum Studios

LoanMax Title Loans

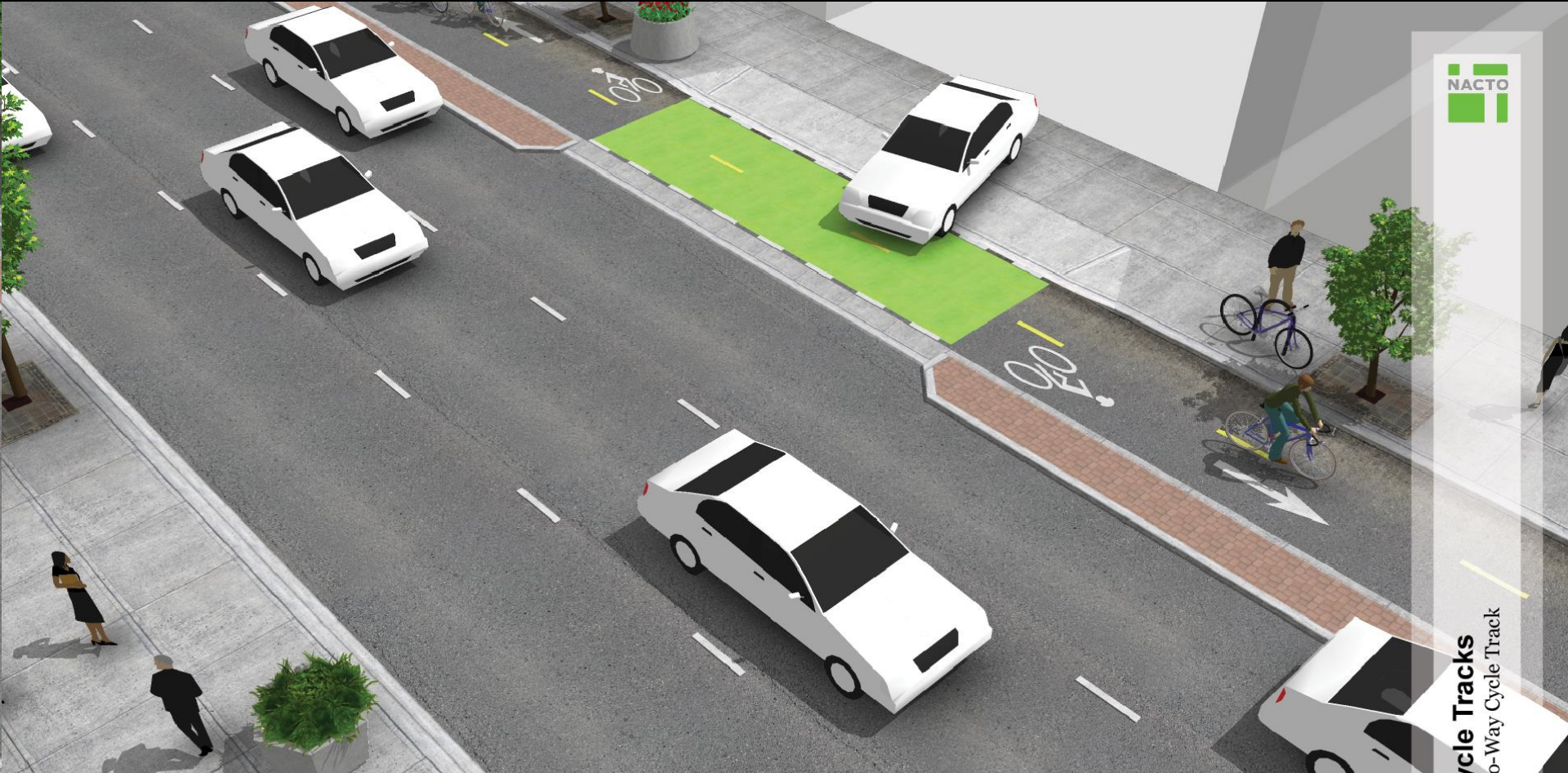
Carlos Brazill
International Cui

Google

Intersection Treatments

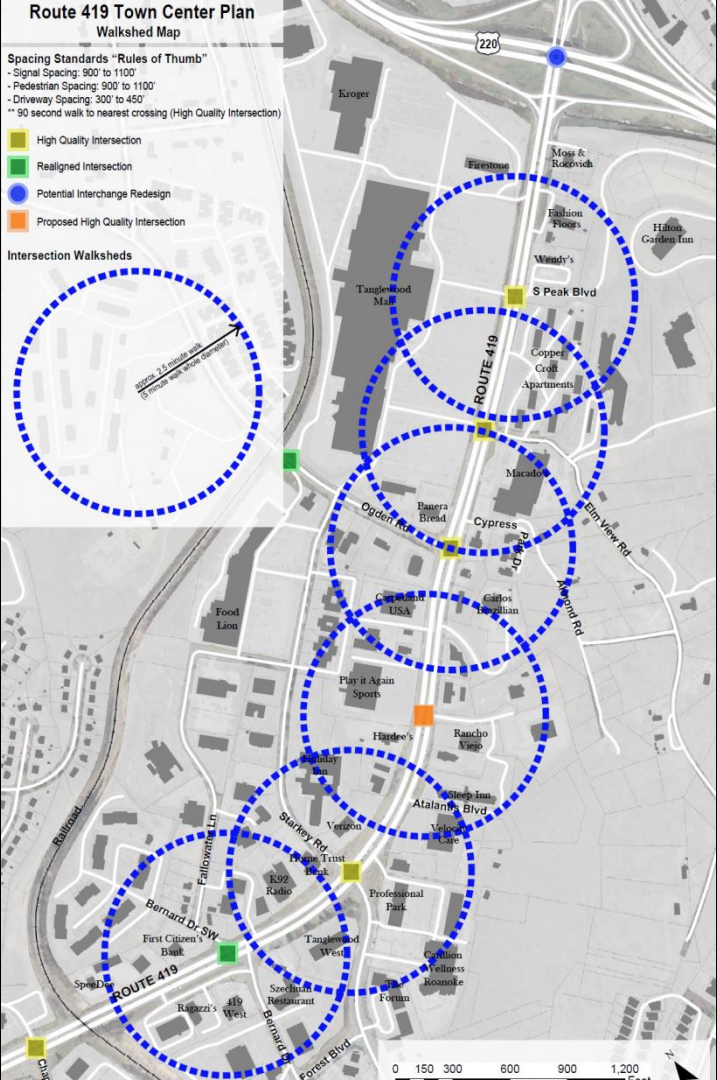


Bike/Ped Facilities

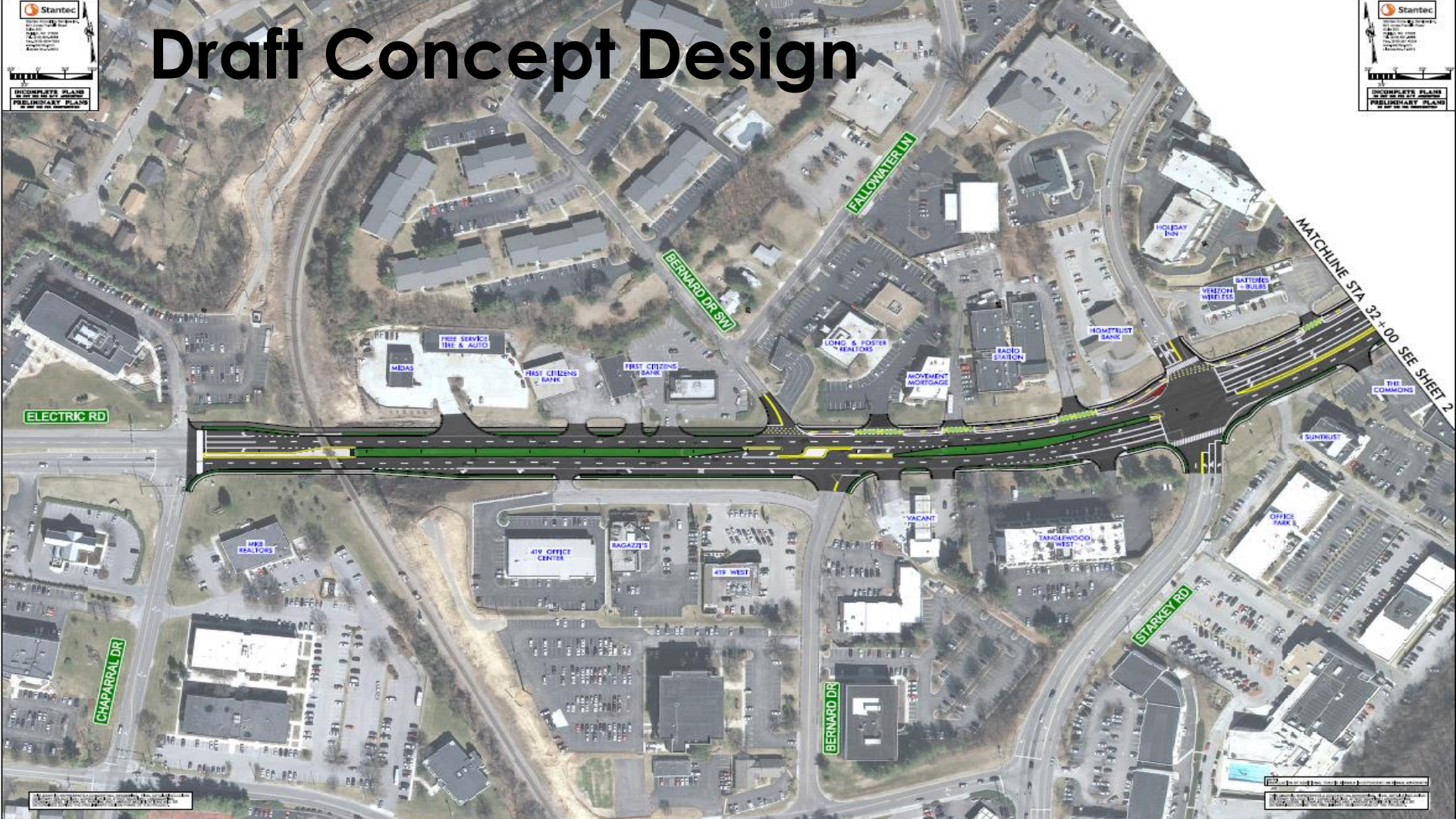


Bike Tracks
Two-Way Cycle Track

Transit Integration



Draft Concept Design



Questions?

